SERFF Tracking Number: GEFA-127025070 State: Arkansas
Filing Company: American Continental Insurance Company State Tracking Number: 47936

Company Tracking Number: 107981

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Liberty Letter

Project Name/Number: /

Filing at a Glance

Company: American Continental Insurance Company

Product Name: Liberty Letter SERFF Tr Num: GEFA-127025070 State: Arkansas TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed-State Tr Num: 47936

Closed

Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: 107981 State Status: Filed-Closed

Other 2010

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Author: Mary Ann Pyle Disposition Date: 02/23/2011

Date Submitted: 02/09/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Status of Filing in Domicile: Not Filed

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Overall Rate Impact: Filing Status Changed: 02/23/2011

State Status Changed: 02/23/2011

Deemer Date: Created By: Mary Ann Pyle

Submitted By: Mary Ann Pyle Corresponding Filing Tracking Number:

Filing Description:

Attached is a lead generation letter which will be used to solict Medicare supplement insurance for American Continental Insurance Company. This letter will be used by agents to solicit individual Medicare supplement insurance for those eligible for Medicare supplement insurance.

Nothing in the advertising has been previously disapproved by the Department. To the best of our knowledge and belief this letter conforms to all state regulations.

Company and Contact

Filing Contact Information

SERFF Tracking Number: GEFA-127025070 State: Arkansas
Filing Company: American Continental Insurance Company State Tracking Number: 47936

Company Tracking Number: 107981

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

State of Domicile: Tennessee

Company Type: Life and Health

Product Name: Liberty Letter

Project Name/Number:

Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com

101 Continental Way 615-370-9044 [Phone] 7652 [Ext]

Brentwood, TN 37207 615-373-0272 [FAX]

Filing Company Information

American Continental Insurance Company CoCode: 12321

101 Continental Place Group Code: 4011

Brentwood, TN 37027 Group Name: State ID Number:

(615) 377-1300 ext. [Phone] FEIN Number: 20-2901054

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No

Fee Explanation:

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

American Continental Insurance Company \$50.00 02/09/2011 44531690

Company Tracking Number: 107981

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Liberty Letter

Project Name/Number:

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/23/2011	02/23/2011

Company Tracking Number: 107981

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Liberty Letter

Project Name/Number: /

Disposition

Disposition Date: 02/23/2011

Implementation Date: Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Company Tracking Number: 107981

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Liberty Letter

Project Name/Number:

Schedule Item Schedule Item Status Public Access

Form Liberty Letter Filed Yes

Company Tracking Number: 107981

TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Liberty Letter

Project Name/Number: /

Form Schedule

Lead Form Number: 107981

Schedule	Form	Form Type Form Name	Action	Action Specific	Readability	Attachment
Item	Number			Data		
Status						
Filed	107981	Advertising Liberty Letter	Initial			107981_0127
02/23/201	1					11_ACIC.pdf



[Agent Name]
[Agent Title]
Licensed Insurance Agent of
American Continental Insurance
Company

[Street Address] [City, State 00000] [123 456.7890] [123 456.7890 fax] [123 456.7890 mobile] [Email address] [Web]

[Date]

<<Name line 1>>
<<Addr Line1>>
<<City>>, <<State>> <<Zip>>>

Dear [Name],

For many years, I have represented Genworth Life Insurance Company as a Long Term Care Insurance agent/producer. During that time, many of my clients have asked what else can the Genworth family of companies do for me? I am pleased to say the answer is *more*.

I'm happy to let you know that I can now make Medicare Supplement insurance underwritten by American Continental Insurance Company available to you.

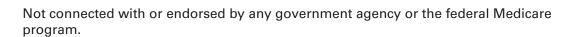
[I will be calling you in the next week or so to schedule some time to arrange a complimentary overview of Medicare Supplement benefits. Of course, if you prefer, you can reach me sooner at [agent phone]].

I look forward to speaking with you.

Sincerely,

[Agent Signature]

[Agent Name]



This is a solicitation for insurance. You may be contacted by an agent.